

**Klickitat County**  
Quit Line Data Summary  
October 1 - December 31, 2002

|  | <u>County</u>   | <u>State</u>     |
|--|-----------------|------------------|
| <b>Number of Calls to Quit Line</b>                      | <b>N = 30</b>   | <b>N = 3,753</b> |
| <b>Percent of Statewide Calls</b>                        | 1.0%            | 100.0%           |
| <b>Percent of State Population in County<sup>1</sup></b> | 0.3%            | 100.0%           |
|  | <b>County %</b> | <b>State %</b>   |
| <b>Gender</b>  | <b>N = 30</b>   | <b>N = 3,291</b> |
| Female   | 63.3%           | 61.0%            |
| Male   | 36.7%           | 39.0%            |
| <b>Race/Ethnicity</b>                                    | <b>N = 28</b>   | <b>N = 2,816</b> |
| People of Color  | 0.0%            | 13.9%            |
| White  | 100.0%          | 86.1%            |
| <b>Age</b>   | <b>N = 28</b>   | <b>N = 2,956</b> |
| Less than 18 years old                                   | 0.0%            | 2.7%             |
| 18 - 24 years old  | 7.1%            | 14.4%            |
| 25 - 34 years old  | 17.9%           | 21.8%            |
| 35 - 44 years old  | 32.1%           | 25.9%            |
| 45 years and older                                       | 42.9%           | 35.1%            |
| <b>Education</b>   | <b>N = 29</b>   | <b>N = 2,860</b> |
| Did not graduate high school                             | 3.4%            | 18.4%            |
| High school graduate                                     | 44.8%           | 33.3%            |
| Some college/vocational school                           | 41.4%           | 34.9%            |
| College graduate   | 10.3%           | 13.5%            |
| <b>Caller Type</b>                                       | <b>N = 28</b>   | <b>N = 3,367</b> |
| General Information                                      | 7.1%            | 11.2%            |
| Health care provider                                     | 3.6%            | 2.9%             |
| Tobacco user   | 89.3%           | 85.9%            |
| <b>Payer Type</b>  | <b>N = 18</b>   | <b>N = 2,129</b> |
| Insured  | 27.8%           | 41.5%            |
| Uninsured  | 27.8%           | 24.9%            |
| Medicaid   | 44.4%           | 33.5%            |
| <b>Heard About</b>                                       | <b>N = 28</b>   | <b>N = 2,888</b> |
| Past caller  | 25.0%           | 18.5%            |
| Employer/worksites                                       | 0.0%            | 0.8%             |
| Health care provider                                     | 21.4%           | 21.8%            |
| Television   | 17.9%           | 18.4%            |
| Outdoor advertisement (billboard/bus/wall)               | 0.0%            | 7.2%             |
| Targeted mailing   | 0.0%            | 0.9%             |
| Great Start  | 0.0%            | 0.1%             |
| Radio  | 3.6%            | 2.2%             |
| Newspaper/Magazine                                       | 0.0%            | 2.2%             |
| Brochure/Newsletter                                      | 3.6%            | 6.2%             |
| Family or friend   | 7.1%            | 17.9%            |
| Health Department  | 21.4%           | 2.9%             |
| School   | 0.0%            | 0.9%             |